1   ABSTRACT OF THE DISCLOSURE

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3   An interactive vacation destination selection system operates

4   through a back and front ends. The back end identifies criteria

5   which may be important to a consumer, and categorizes and assigns

6   images to the criteria. The front end to the system assesses what

7   a consumer wants in a vacation destination, identifies vacation

8   destinations having the attributes that satisfy those wants, and

9   then displays comparative data on those vacation destinations. By

10   providing to the system basic information on the consumer and his

11   or her travel companions, general information on how far the

12   consumer is willing to travel, preferred weather conditions, a

13   budget range, and the consumer's selection of criteria from one or

14   more categories, the system is capable of determining a suitable

15   vacation destination and accmmodation for the consumer and the

16   travel companions, even without being provided information on to

17   where the consumer wants to travel.